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The Iowa Homemaker vol.37, no.5

William Smith
Iowa State College

Diane Rasmussen
Iowa State College

Laura Dailey
Iowa State College

Corky Allbee
Iowa State College

Amelia Caulker
Iowa State College

See next page for additional authors

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The Iowa Homemaker vol.37, no.5

Authors

William Smith, Diane Rasmussen, Laura Dailey, Corky Allbee, Amelia Caulker, Carole Boughton, and Peter Marshall

The Iowa Homemaker

December 1957



Creating

An Enchanted Railroad

Page 4



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GOODYEAR SHOE REPAIR

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"What are you taking in school, Bets?" asked Aunt Winnie over Thanksgiving dinner. "Home economics," I answered (usually I say journalism first, but this time I said home economics). She sent me a politely blank stare. "You mean you go to school to learn to cook?" came the inevitable question. I mumbled something about applied art, child development, nutrition—and knowing she had no idea what I was talking about, changed the subject quickly.

How could I describe what I feel about home economics to Aunt Winnie who never used a recipe in her life; or to my engineer brother; or to Dad, who says, "Goodness, girl, your common sense will tell you that!" What do YOU say to a date who thinks home economics majors are thick-calved damsels who come to college to learn to stir pudding in a figure eight?

Remember Esther Dendel's story in the November Homemaker in which she said, "Home economics is a creative way of looking at life." Creative—that's the key. Don't let the word scare you—she wasn't talking about creative genius. Most of us will never compose a symphony or paint a masterpiece. But the word has an everyday meaning, too—"making something." All of us do this—the housewife is creating when she cleans house, creating order out of chaos, creating a pleasant atmosphere at least.

Women create physically of course—they bear children. Then they create attitudes. I burst into tears one day when I was five because I had chosen to color a picture in my book with a brown wax crayon and the result was a horrible dark smudge. Mom took her fingernail and carefully scraped the wax off the paper, leaving a beautiful light tan color that dried my eyes and clearly made my picture the best in the block.

And women create love—you can see it in a man's eyes. And ideas—chintz is too expensive so we'll dye cotton ticking for curtains. And women make things grow—in farm gardens and city apartment flower-boxes—devotion in a school room.

Hannah Lees in her book, "Help Your Husband to Stay Alive," says we women outlive men by 20 years because we live closer to the basics of life—we bear the children, make the beds, prepare food with loving hands.

The December Homemaker is filled with articles about people who are creating—an enchanted railroad, from-me-to-you greetings, special Christmas eve coffee. What better time is there to think about creating than Christmas, the day of a new beginning.

Creative—that's the key.

B.G.

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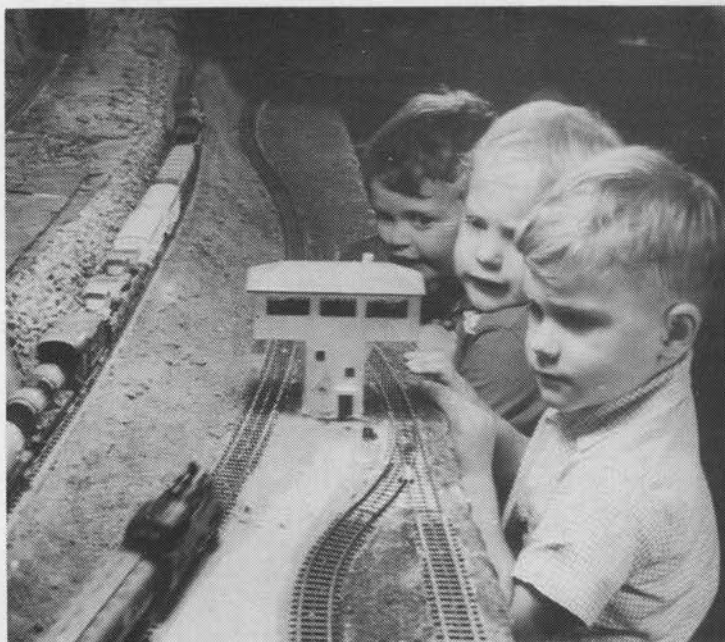
Bernice Burns, Martha Elder, Kay Goeppinger, Betty Gregory, Dean Helen LeBaron, K. R. Marvin, Marion Moore, Sandra Paxson.

The Cover:



For Karen Schwartz, Christmas exists all year 'round. The tiny German railroad in the basement of her home comes to life at the magic touch of "Fither" Schwartz. Photograph by Bud Stickler.

Here comes the 7:30 — Brian Anderson, Karen Schwartz and John Ulmer get a first hand view of a speeding passenger train.



One Flight

BEGINNING EARLY this month and continuing until the end of the Christmas season, the department stores will be crowded with children flocking to Toyland to see what Santa has in store for them. There will be dolls and doll houses, space-suits, stuffed toys and in one particularly congested area, accurately scaled model trains.

Here will be a wonderland of reality. Sleek streamliners will glide smoothly around the track, and the near obsolete steam engines will puff along belching real smoke from their stacks. But the children's complete enjoyment of this display will be marred by a wire screen separating them from these mechanical masterpieces.

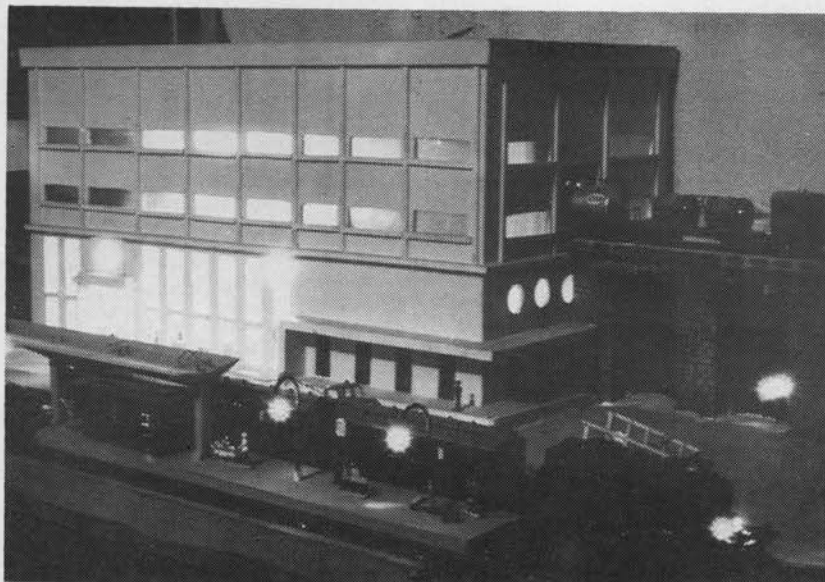
Quite a different situation exists at the home of Dr. Frederick Schwartz, associate professor of modern languages. Here in a basement room is a railroad circling the four walls, and when Dr. Schwartz is operating it, you are literally in the middle. To enter the room, you must remove a portable section of track that crosses the doorway and connects with two permanent sections. You might say it is a matter of going in and closing the track behind you.

But this is not the only wonder of Dr. Schwartz's railroad. It is a railroad with a German atmosphere.

(Continued page 10)



Model railroading calls for close supervision. Dr. Schwartz is chief engineer—Brian Anderson is second in command.

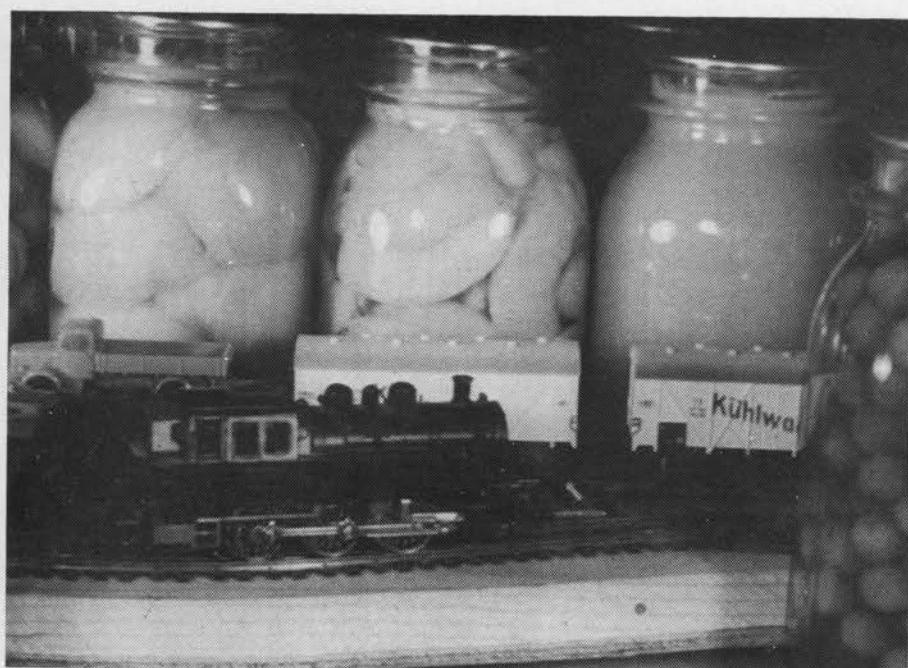


Tiny street lights flicker, reflecting the quiet loneliness of a railroad station after dark.

Down to Fantasy



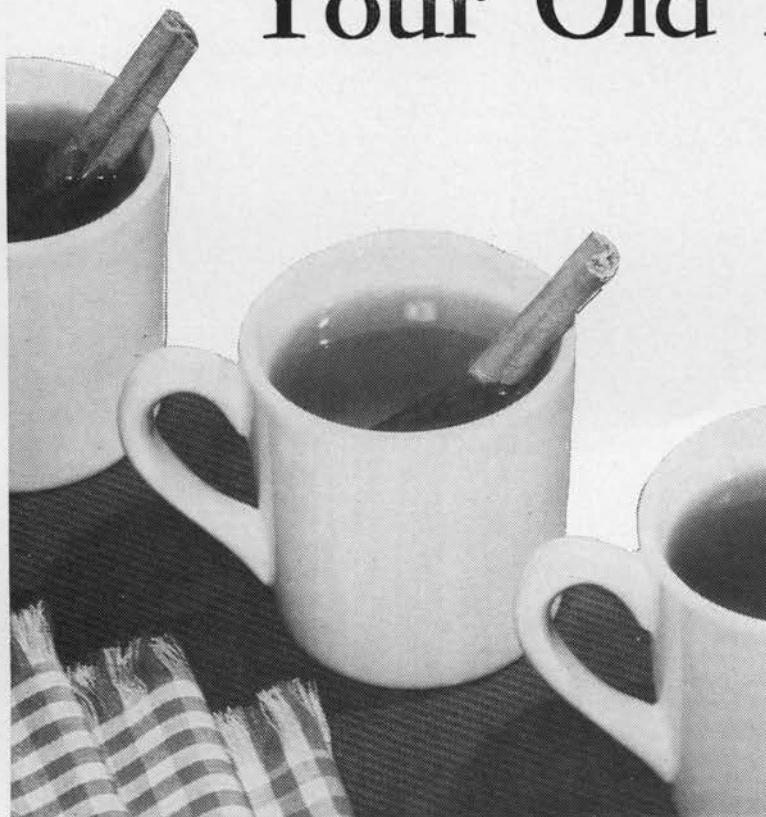
Look out, Karen!



Heavy traffic along the "sauerkraut route" complicates fruit storage.

by William Smith
Technical Journalism Senior

Your Old Favorite



by *Diane Rasmussen*

Experimental Foods Sophomore

THE PUNGENT ODOR of seasonal foods, the glamour of familiar surroundings in holiday dress, and the excitement of planning extra-special surprises — these are part of Christmas.

The everyday cup of coffee, however, may remain quite neglected. Simply the addition of various spices, subtle flavor and odor differences can spruce up this favorite drink to match the holiday mood. For sophisticated new flavors, Creme de Menthe or may be combined with coffee.

These recipes have been formulated for use with instant coffee. Each recipe yields two servings.

LA SHAKE FRANCAISE

Combine

1 tbs. instant coffee

1 tbs. boiling water

Combine in blender

½ c. vanilla ice cream

⅓ c. Creme de Cacao

1 tsp. white Creme de Menthe

instant coffee sirup

6-7 ice cubes

Cover and blend until finely crushed. (Approx. 2 min.) Serve in 5 oz. glasses; yields 4 servings

CAFE CACAO

4 tbs. instant coffee

1½ c. boiling water

¼ c. Creme de Cacao

Combine and pour in 9 oz. coffee mugs; top with whipped cream.

MOCHA MILK

Combine in glass

2 heaping tsp. cocoa

1 tsp. instant coffee

Fill with cold or hot milk, stir briskly and top with whipped cream.

GOLD COAST GAIETY

1 tbs. instant coffee

3 tbs. sweet milk cocoa

1 cup boiling water

Combine in each of two 9 oz. coffee mugs and top with whipped cream.

CAFE CUBA

Combine in sauce pan

2 tbs. instant coffee

2 tbs. boiling water

2 tbs. dark brown sugar, firmly packed

Add and bring to a boil

1½ c. milk

Serve in 9 oz. coffee mugs

HONEY POT COFFEE

Combine and bring to a boil

½ c. water

1 tbs. sesame seeds

1 tbs. honey

Cover and simmer 5 minutes

Remove from heat

Add

3 tbs. instant coffee

Strain into 2 demi-tasse cups

CINNAMON STICK COFFEE

Combine and simmer 5 min., covered

2 c. boiling water

2 two inch sticks cinnamon

(or ¼ tsp. ground cinnamon)

Add

4 tsp. instant coffee

Strain into two 9 oz. coffee mugs

Add to each mug

1 cinnamon stick (approx. 7 inches)

MOCHA PARFAIT

Combine and melt over hot water

1c. semi-sweet chocolate bits

⅓ c. water

1 tbs. light corn syrup

dash of salt

Let cool—approximately 10 min.

Beat until stiff but not dry

2 egg whites

Add gradually and beat until stiff and glossy

¼ c. sugar

Fold egg white mixture into semi-sweet mixture, combine and beat until stiff

1 c. heavy cream

1 tbs. instant coffee

¼ c. light brown sugar, firmly packed

⅛ tsp. almond extract

Spoon into parfait or sherbet glasses alternate layers of semi-sweet mixture and coffee mixture. Chill well. Serves 6 to 8.

At Christmas time your
friends want news
about you.

Be Letter Perfect

by *Laura Dailey*
Editor, *Alumnus Magazine*

CHRISTMAS newsletters have become a delightful custom. They give all the news of the past year in one fell swoop and carry your most personal Christmas wishes as well. Have your message mimeographed on plain white or simply decorated paper. Include the letter in your Christmas card.

There are, however, a number of precautions to observe in writing such letters. Here are a few "do's."

- Do keep it direct — in first person. "We" is a good dodge for an editor avoiding personal accountability or a consciously modest actor, but it's very confusing in a newsletter — "We went to the lake," gives your reader no idea of who "we" includes.

- Avoid phrases that give some of your readers a left-out feeling. If you say, "Those of you who know Aunt Harriet will be interested to hear—" it will immediately arouse an "outside" feeling in those who don't know Aunt Harriet. Either omit such a piece of news, or, if sufficiently important, include it without any qualifying, or rather disqualifying, statement.

- Avoid sarcasm like the plague. Such statements as "Little brother Bobby's ears still haven't cooperated with the adhesive tape to form a closer attachment to his head," may sound frightfully clever at the time, but has a way of assuming a disloyal and even unkind ring in retrospect.

- Be sure all allusions are clear to everyone on the list. If you send out the news that Alexander is now almost completely blind, be sure everyone knows that Alexander is your pet cat and not a member of the family.

- Unless you pound a very clever typewriter, keep your letter in straight forward language. Putting words into the mouths of dolls, stuffed animals, or even live ones can be pretty disastrous. (One of the cleverest letters I've ever seen, reported on a family's doings as seen from Bubbly in the goldfish bowl, but that was from a professional writer.) Most of us are better off to write as ourselves.

- The tone of most letters, since they are written at a gay, happy time is pleasant. However, there are bound to be some sad, even tragic events take place in some lives in the course of a year. Ordinarily it would seem best to omit such news in this type of letter. However, if you feel hypocritical to ignore a very important but sad or unpleasant happening, include it in your own sincere way, but do not dwell upon it.

- Write your letter early. Let it stand and get "cold." Use a blue pencil freely, and then rewrite it.

- And last, and probably most important, send it only to personal friends and relatives, not casual acquaintances and never to purely business associates.

As a newsletter it should be newsy; as a Christmas greeting it should be cheerful; and as a person-to-person communique, it should be YOU.



by Corky Allbee

Technical Journalism '57

Creating From-me-to



Creating appropriate messages for every occasion takes thoughtfulness and understanding. The verse is born in the Editorial Department where Corky Allbee, H. Ec. '57, works.

A CARD is a verse
And design, as you know,
Perhaps with some sparkle,
A ribbon or bow,
And maybe a flower
Or interesting trim,
A shape and a size
To fit everyone's whim.
A card is all these,
Yes it wouldn't be much,
If its main purpose wasn't
To keep friends in touch.
It's a me-to-you greeting,
A wonderful way,
To tell them
"I'm thinking
About you today."

—Kathy Davis



Designs flow from the pencil of Ci Coate, H. Ec. '54, bringing each sentiment to life in the Layout Department.

ART AND SENTIMENT are carefully combined by the highest standards of style and good taste into a form of expression that enjoys universal acceptance — greeting cards.

At present eight Iowa State College graduates are among 4,000 greeting card creators at Hallmark Cards in Kansas City, Missouri. Each graduate plays an important part in some step of the card industry. For technical ability and specialization are necessary, of course, but the human factor is especially important in the making of greeting cards.

A card "begins" with a plan or suggestion by someone in the Planning Department. But the need for a certain card was first discovered by the Merchandising Sales and Research Departments. These departments are continuously seeking out the public's wants, through sales studies.

Planning then gives its request to the Editorial Department. Corky Allbee, H. Ec., '57, works as one of several editors in this department. Here where the card verses or sentiments are written, an individual

In the Hallmark Art Training Program, artists learn to develop individual skills and techniques. Following their training period Ruth Hartley, H. Ec., '57, and Beverly Fraker, H. Ec. '57, will go to the art department best suited to their own talents, initiative and ability.

you messages

can begin to use his or her enthusiasm, initiative and ability in the creation of that special me-to-you message. Thoughtfulness and understanding are valuable tools. Designs are often suggested in this department and card mechanics applied, in keeping with other cards within the same lines.

From Editorial the sentiment, with its suggested design or mechanics, is sent to the Creative Department. Throughout the entire process, teamwork, ability and creativeness must be used. And since every design is specially drawn for each sentiment, again the human factor is emphasized. In Layout, Ci Coate, H. Ec., '54, works with other artists creating pencil designs. Next, in Color Rough, Betty Flueck, H. Ec., '56, adds her personal touch in applying color to the rough pencil design, as the individuality and personality of each card develops.

Then the design is sent to Color Finish where Alice Aita, H. Ec., '56, and many others develop and convert the color and pencil sketches, using their own individual techniques, into a finished design. One of Alice's supervisors is Jan Moeller, H. Ec., '52. Next the design and sentiment are combined and personally checked for unity of these elements.

Then to the Finish Department. Plates are made for each color as Bonnie Ferguson, H. Ec., '57, is pictured doing. Creative delicacy, quality and dignity are important every step of the way. A black and white photograph is taken of each card design for reference use. After unity of the card design and sentiment have been reviewed once again, the card is hand lettered. Each card receives about 96 okays before it is finally put into production.

Greeting cards have gained universal acceptance among people for sending "from-me-to-you" messages. Hallmark keeps its finger on the nation's pulse, striving to explore new markets and timeliness of special lines. The works of persons such as Ogden Nash, Winston Churchill, Norman Rockwell and Edgar Guest, have appeared on Hallmark Cards. Expanding

(Continued page 12)



Betty Flueck, H. Ec. '56, adds sparkle and individuality to the developing card by touching in color to the pencil design in the Color Rough Department.



Sketches become polished designs in Color Finish. Jan Moeller, H. Ec. '52 (left) and Alice Aita, H. Ec. '56, check the unity of a card.



Karen helps "Fither" repair an engine.

The engines and cars are models of prototypes used by the German National Railway. The landscape through which the trains travel is modeled after the landscape with which Dr. Schwartz was familiar during his childhood in Germany.

The children get into the act, too, for when they see the lights go on in the room it is a signal for them to run over and "help" Dr. Schwartz. Of course he's not Dr. Schwartz to them. They call him "Fither," an unacademic but wholly affectionate version of father given to him by his oldest daughter and adopted by everyone in the neighborhood.

Landscape to Scale

With the children's "help," Dr. Schwartz built his railroad on concrete ledges along the south and east walls of the room. The landscape includes a tunnel built into one corner, a railroad station and factory combined, an overpass, railroad bridges crossing a realistic looking stream and a kaffeegarten (coffee garden). All of these Dr. Schwartz built to scale without plans, using a practiced sense of proportion that is developed only by doing.

Along the other two walls of the room, space limitations have dictated the route of the railroad. On the west side the double track runs over Dr. Schwartz's

workbench. And on the north wall is perhaps the most compromising of situations. Here the "Sauerkraut Route," as Dr. Swartz refers to it with a grin, runs through a cupboard containing Mrs. Schwartz's canned goods.

Some may consider model railroading a childish pastime. But Dr. Schwartz has a ready answer for them. Some people, he says, paint for the fun of it and others do modeling. An artist works in two dimensions height and width, and a sculptor works in three dimensions — height, width and depth. With a chuckle he adds that he does all of that and uses the fourth dimension, time, as well by having his trains run at scale speeds and on scaled time schedules.

Enchanted Village

Time put to scale is brought out also in the naming of a village for the layout. The village, still in the planning stage, will be named Germelshausen. According to the German story by the same name, this enchanted village comes to life for only one day every hundred years. You can be sure, however, that even at scale time, the children will see to it that Dr. Schwartz's Germelshausen will come to life more often.

For the neighborhood children have their own philosophy about time, and it can be stated in one word — now! They know, too, that "Fither" always manages to have time to run the wonderful railroad for them. And when they say, "Just once more time around Fither, please!" you can be sure that Toyland and St. Nicholas exist for them throughout the year.

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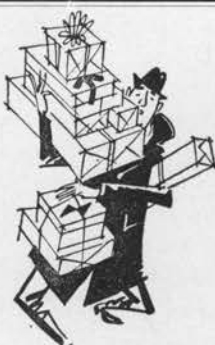
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Part 1 of two installments on home economics in Africa

They Taught Us To Read

I wouldn't be here today if
our parents hadn't been so fussy!

by Amelia Caulker

Home Management Special Student

How I think of home today! Home—warm climate, heavy rains, gorgeous sunset and moonlight, the mountains, the sea, the folks—Sierra Leone.

My little country, so different from great America, and yet so basically alike, is one of the pink countries on the rear underside of west coast Africa—pink because it is a British possession. Twenty-eight thousand square miles in area, my country is populated by 2½ million people representing 13 different tribes and 13 different languages. No wonder English and Broken English have made an enviable place for themselves.

I belong to the Sherbro tribe and I speak the lan-

guage as well as I speak Mende and Broken English. My home is a tiny little village of not more than 50 houses in the southern province of the country.

In my childhood I was one of a family of nine, now seven. The nearest school, run by the Evangelical United Brethren Mission in Shenge, was several miles away. My father and mother had been educated there. But because traveling to the school had to be done on the river, and because my parents hated to see us leave home very early, they decided to teach us themselves.

My earliest recollection of reading English is from the Holy Bible, while sitting on a high chair next to Dad in our morning family prayers. Each person read a verse or two every morning, by order of age. Nobody had cause to dread saying a big difficult or new word, because you only had to start the first syllable haltingly, or else spell it out, and it was pronounced for you. We used the Sankey for our hymns, and with the help of a small organ, Father taught us many solos, duets, trios and quartettes in both English and Sherbro. The latter he had helped to translate from English himself. We studied from regular text books for the rest of our schooling.

Father was an independent trader in the village, and his customers, even the ones from neighboring villages, soon knew our program, and came to get their wants before or after our lessons. Oh the fun we had in general, as well as the hatred we had for lessons, especially since no other children in the village attended school. We often envied them their perfect freedom from what we felt was mere fussiness on the part of our parents. How I look back now at those years with gratitude!

In passing I must share with you one of the many jokes we had in connection with speaking English. One of my brothers suddenly came across a snake one day, and he called for help. My Dad took his gun out, but soon realized that in his haste he had come in too close a proximity to the snake to take a shot. In his realistic excitement he stamped his foot and shouted, "Go back, sir!" and the snake turned around and escaped for his life in great haste before he could be gotten at. That was a choice joke among us kids for a long time, as we said even the snakes in the bush had caught the contagion of understanding English.

When I finally left home at 10, I attended school for one year in Freetown, the capitol of Sierra Leone. The following year I went to boarding school at Harford, the Evangelical United Brethren Secondary School for Girls, in Moyamba, headquarters of the southern province.

The first American I had known was the Rev. G. J. Roselot, an American missionary at Shenge, who often

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Africa (Continued from page 11)

visited us and influenced our home life a lot for the good. He practically saved my life when I became critically ill one time and my folks took me to him because there was no hospital anywhere near. At school I met more Americans and studied English, music and other subjects. It was amusing how these Americans soon caught on to our trick of using our own language when we didn't want them to understand something.

The school program was very much like the British pattern. The fact, however, that it was run by Americans and up in the interior where there was no other high school for girls made it unique in ways. For that matter, Harford School girls are unique in many ways. Living in close quarters with the missionaries, it was easy for each of them to pass on knowledge in whatever was of particular interest to them. The result was that apart from regular school work, we held a high reputation for crocheting, knitting, tatting, sewing, and singing. Religion was a most stressed aspect of school life, and we spread our influence by going in small teams weekly to conduct religious services in the near-by villages where people were usually Moslem or Pagan.

The highlight of school life was graduation which only the American-run schools had in the accepted sense of the word. Perhaps the feeling is best expressed in the words of a verse of the school song which read:

"And when our course is ended,
And we leave this home so dear,
We'll make the world take notice
Of our challenge, "Look who's here!"

EDITOR'S NOTE: Amelia attended a two-year course in social science in England. Upon return to her own country she organized a program for local women helping them improve conditions in the home and village. This program has since spread and been re-organized on a national basis. Next month, the Homemaker will bring you the story of Amelia's experiences in social welfare work.

TIPS FOR GIFTS

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Hallmark (Continued from page 8)

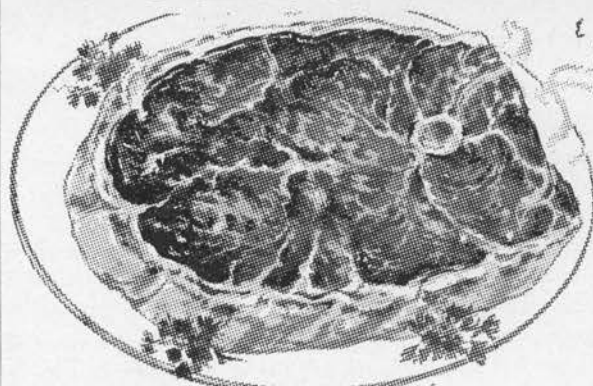


Bonnie Ferguson, H. Ec. '57, makes plates for each color on a card in the Finish Department.

through the use of radio and television, the greeting card industry sponsors such shows as the Hallmark Hall of Fame, in full color over the NBC-TV.

The Hallmark Card Company actually began in 1910 when Joyce C. Hall, president, first became interested in greeting cards. He worked with his two brothers, William and Rollie Hall, selling picture post cards, handling engraved Christmas cards and Valentines, and finally started manufacturing his own Hallmark Cards in 1913. After a fire which burned his plant to the ground, J. C. Hall obtained enough capital from friends who thought his business was on the road to success, and once again he ventured anew. By 1922 his staff had grown from 4 to 120, producing everyday greetings as well as special occasion cards. He enlarged the home office several times before 1936, and only last year, moved into the present eight-story ultra-modern plant adjacent to the 1936 headquarters.

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How do you react to color?

- *Why do certain colors make you feel bouyanti?*
- *Why do you buy merchandise in certain colored wrappers?*

by *Carole Boughton*
Science Sophomore

ARE YOU in a "blue mood" when you should be feeling "in the pink?"

Color, seen with the eye, plays upon our emotions, creating moods and feelings.

Color is in the foreground and we can't escape it. Are you afraid to use the dramatic colors which magazines show for every room? Don't be! For the colors of the rooms in which you live may have an astonishing effect on your everyday moods and feelings.

An athletic director at the University of New Mexico was thought to be kidding when he told of decorating his football team's dressing room in bright red and the opponent's quarters in pale blue. It was no joke, however; he was merely using color psychology to his advantage.

The common use of rose-colored lights in actress' dressing rooms to create a feeling of bouyancy before a performance further illustrates the advantageous use of color.

Psychologists recently completed research of color in the classroom. The scientifically-painted school had corridor walls in yellow. Rooms with northern exposure were painted in pastel rose, while blues and greens were used in rooms facing south. A two-year study showed a 24% improvement in work, play and performance of kindergarten children in the school.

Illustrating the difference in psychological attractiveness of colors is the fact that with a change in the color of milk machines on campus from blue to yellow, sales made a noticeable increase.

There are positive and negative reactions to colors. You can describe red as warmth with a cozy feeling, or be red with rage; you can be "true blue" or in a blue mood; green is associated with peace and tranquillity and also with envy. Yellow may be sunshine-bright or may be used negatively as "a yellow streak."

Describe your surroundings—your clothes. What kind of feelings do you get? If it is a pleasant one, you're using color to its best advantage.

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by Peter Marshall

Condensed from Sermon

CHANGES are everywhere. Many institutions and customs that we once thought sacred have gone by the board. Yet there are a few that abide, defying time and revolution.

There is no need to search for stories new and different. There is only one after all — and no modern author can improve it:

"And there were in the same country, shepherds abiding in the field, keeping watch over their flock by night. And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid. And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord."

We all feel the pressure of approaching Christmas. The traffic is terrible, and the stores are crowded. You are thinking about presents — wondering what in the world you can get for so-and-so. You can't think of anything they need (which is rather strange when you take time to think of it).

Let's Keep Christmas

Maybe there is nothing in a store that they need. But what about some token of love — what about love itself, and friendship, consideration, a helping hand, a smile, and a prayer?

Let's not permit the crowds and the rush to crowd Christmas out of our hearts — for that is where it belongs. Christmas is not in the stores but in the hearts of people. Let's not mutter that "Christmas has become commercialized." Your Christmas is not commercialized unless you have commercialized it.

I thank God for Christmas. Would that it lasted all year. For on Christmas Eve, and Christmas Day, all the world is a better place, and men and women are more lovable. Love itself seeps into every heart and miracles happen.

When Christmas doesn't make your heart swell up until it nearly bursts. . . and fill your eyes with tears. . . and make you all soft and warm inside. . . then you'll know that something inside of you is dead.

Isn't it wonderful to think that nothing can really harm the joy of Christmas. Although your tree decorations will include many new, it's the old that mean the most, the ones you save carefully from year to year. And you'll bring out the tiny manger and lovingly arrange the little figures of the Holy Family. There will be the fragrance of cookies baking. And you'll listen to the wonderful Christmas music on the radio. Some of the songs will be modern, but it will be the old carols, the lovely old Christmas hymns that will mean the most. Forests of greens will march right into our living rooms. There will be bells on our doors and holly wreaths in our windows.

And then you will remember what Christmas means. The promise that the angels sang is the most wonderful music the world has ever heard. "Peace on earth and good will toward men." In a world that seems to be not only changing but even dissolving, there are some tens of millions of us who want Christmas to be the same. . . with the same old greeting "Merry Christmas" and no other. We long for the abiding love among men of good will which the season brings. Believing in this ancient miracle of Christmas with its softening, sweetening influence tugs at our heart strings once again.

So we will not "spend" Christmas. . . nor "observe" Christmas. We will "keep" Christmas — keep it as it is in all the loveliness of its ancient traditions.

May we keep it in our hearts, that we may be kept in its hope.



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